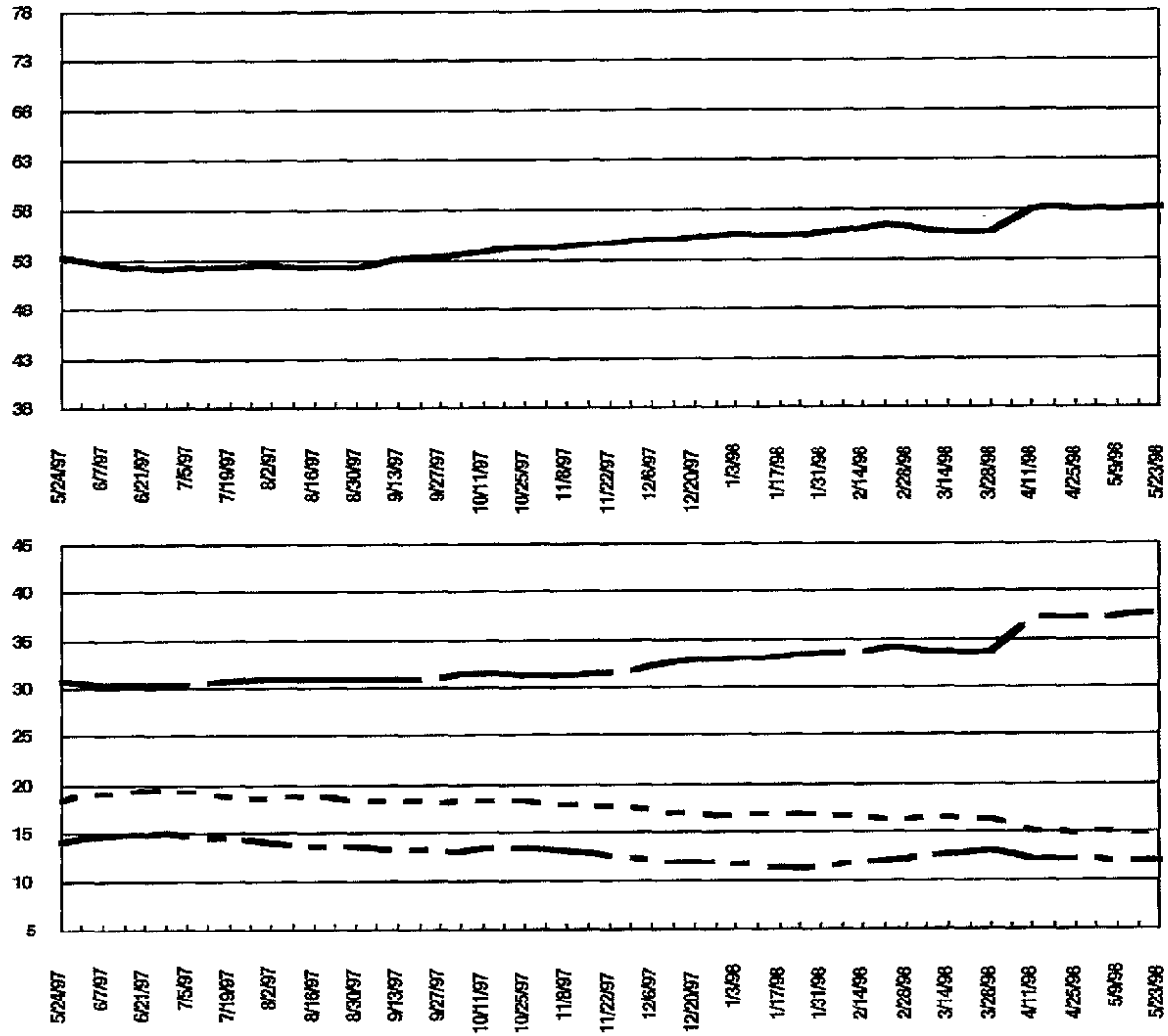
CVS/REVCO (T. McCarthy)
THROUGH W/E 5/23/98



	26 WK	13 WK	FY 97	YTD 98	DIFF
Philip Morris	57.22	58.12	54.03	57.42	3.38
Marlboro	35.79	37.51	31.61	36.13	4.52
OPB	15.86	15.19	16.53	15.56	-0.98
Basic	5.57	5.52	4.84	5.78	0.94
R. J. Reynolds	15.64	14.94	17.73	15.51	-2.22
Camel	2.72	2.62	3.00	2.69	-0.31
Winston	4.33	4.04	4.81	4.26	-0.55
Doral	1.30	1.32	1.48	1.35	-0.13
B&W	15.07	15.32	14.83	15.20	0.37
GPC	1.86	2.02	1.50	1.97	0.46
Lorillard	12.03	11.64	12.70	11.87	-0.84
Newport	9.07	8.80	8.98	8.94	-0.04
Liggett Group	0.01	-0.04	0.56	-0.01	-0.57
Premium	87.94	87.90	87.08	87.61	0.54
Private Label	0.09	0.07	0.52	0.08	-0.44
Avg Ind CPW	68.95	67.95	68.22	68.55	0.33
Avg PM CPW	39.46	39.49	36.86	39.36	2.50
Avg Marl CPW	24.68	25.49	21.57	24.77	3.20
# of Stores	2978	2978	2974	2978	4

Source: STARS Store Level Data

Leadership Accounts Package

2071850319

Source: https://www.industrydocuments.ucsf.edu/docs/rkgy0004